

# TOURISM

CANADA'S TOURISM MONTHLY

December 2001

CA1  
TI 125  
- C52

Tobin launches  
*Travel Canada*  
marketing campaign

Post 9 – 11:  
the industry  
takes stock

Wellness of body  
and spirit

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# Editorial

by Peter Kingsmill

## About impact and response

"North American airlines suffered a 30 percent drop in passenger traffic in September as a result of terrorist attacks in the U.S." (International Air Transport Association)

A report commissioned by the Canadian Tourism Commission and Ontario Tourism estimates a loss of \$302 million in total revenue for the hotel industry across Canada during September and October.

"Despite increased security, travellers remain wary; nearly 25 percent uncertain about upcoming travel plans" (U.S. Travel Business Roundtable Survey)

Three brief quotes, from perhaps less than one percent of emails bearing similar messages that have flooded the Editor's computer screen since September 11: good news for the tourism industry has been hard to come by this autumn. The news is abstract; the reality has been far harder to bear for those whose livelihoods and financial survival are directly at risk.

"In response to shifts in travel trends, the CTC has been developing plans for a new marketing campaign which will focus on Canada and near-border American states." (Judd Buchanan, Chairman of the CTC Board)

"Our agencies and our research staff are working together to co-ordinate field research on which to base and test our creative concepts and to determine both Canadian and U.S. response to (a new marketing) campaign, and when we should proceed with it." (Jim Watson, CTC President)

"In response to an overwhelming stream of cancellations immediately following September 11, we drew on information in the client database we have developed over many years and were able to fully recover our autumn season by using a creative, closely targeted marketing campaign." (Pat Corbett, The Hills Health and Guest Ranch)

Whether at a "macro" level (marketing Canada) or at a "micro" level (selling tourism products for one's own property or service), knowledge counts. That knowledge has to be derived through good research, and however intricate or simple the methodology, it comes down to one thing: know and understand your client.

What we are learning is that, especially in difficult times, it is our neighbours and friends that can help us the most, and for whom we have the most to offer. How well we strive to reach out to each other, and to world, will define us as Canadians.

We at TOURISM magazine wish for our readers the virtues of strength and caring as this year closes and we move forward. May your interests in tourism be rewarded and your families share peace and happiness together.

Peter Kingsmill, Editor-in-Chief



## Table of contents

### 3 Editorial

- From the President's Desk
- Letters to Editor

### 4 News

- Tobin launches *Travel Canada* marketing campaign
- Post 9-11: the industry takes stock
- Travel agents seek relief
- Changes looming on Canada's ski slopes
- Montreal wins Gay Games bid
- Papal visit to generate over \$130 million

### 7 Feature

- Good health tourism and good "vibes" in Cobourg
- Parks Canada: soothing, energizing, inspiring
- The purist's spa destination experience
- Great vacations – whatever the weather
- Spas Ontario goal: deliver quality service
- Website targets women travellers, spas
- Calgary spa owner calls for more regulations
- Treating customers like "gold"

### 11 Industry

- CTC, Tourism B.C. lure film crew back to Canada
- New faces on MC&IT Committee
- Win with Winter contest deadline

### 14 Markets

- Sport tourism means good business!
- Mexico markets Canada in winter
- CTC Italy likes its non-traditional!

### 16 Research

- International travel: August numbers up
- CTC event highlights
- CTC events highlights
- Healthy potential for health tourism
- A monthly guide to travel and tourism data

### 18 Tourism Roundup

### 20 People

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**■ Acting Publisher**  
John W. Yan  
Canadian Tourism Commission  
235 Queen Street,  
8th floor, West Tower,  
Ottawa ON K1A 0H6  
[yan.john@ctc-cct.ca](mailto:yan.john@ctc-cct.ca)

**■ Editor-in-Chief**  
Peter G. Kingsmill  
112 – 2nd Ave. East  
Hafford, SK, S0J 1A0  
Tel.: 306-549-2258  
Fax: 306-549-2199  
[kingsmill.peter@ctc-cct.ca](mailto:kingsmill.peter@ctc-cct.ca)

**■ Circulation**  
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[tourism@ctc-cct.ca](mailto:tourism@ctc-cct.ca)

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Séguin Labelle Communication  
733 St-Joseph Blvd., Suite 320  
Hull QC J8Y 4B6  
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310 Dupont Street,  
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**■ Media/Advertising**  
APR Ltd.  
Tel.: 416-363-1388 Fax: 416-363-2889  
**Atlantic Canada/Ontario**  
Lindsey Wright – [lwright@aprcanada.com](mailto:lwright@aprcanada.com)  
**Québec**  
Erika Veh – [evet@aprcanada.com](mailto:evet@aprcanada.com)  
**Western Canada/North**  
Julie Bell – [jbell@aprcanada.com](mailto:jbell@aprcanada.com)

**■ Contributors**  
Guy Desaulniers, Denisa Georgescu,  
Peter Kingsmill, Gary Lawrence, Lucie Oteau,  
Terry Ohman, Mika Ryan, Diane Slawych,  
Rick Traer, Lucia Vimercati, Jim Watson,  
John W. Yan

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# From the President's Desk



Since beginning at the CTC over a year ago, I have been struck by the dedication of our employees and their desire to serve the industry. The past two months, since the tragic events of September, have reaffirmed my view that our staff continue to go above and beyond the call of duty.

It began with our field staff in 16 countries providing weekly and timely intelligence reports on the CTC website. This information has been very well received by industry partners and I thank those who have offered us their compliments. Our Ottawa staff has been extremely busy working on a domestic awareness campaign that was launched November 14, 2001. Thanks to the Prime Minister and Industry Minister Brian Tobin, the Federal Cabinet approved a one-time \$15 million contribution to the CTC to allow us to launch this campaign. This investment is a vote of confidence in the CTC and is also the Federal Government's recognition of the impact of September 11 on the tourism industry. It is being supple-

mented by \$5 million from existing CTC funds.

Approximately one half of the new funds will be spent on domestic advertising and marketing; the other half will be spent in a push to attract American visitors from border and near-border states. Our U.S. and Canada marketing committees, under the direction of Christena Keon-Sirly and Pierre Labrie respectively, have been instrumental in reaching what appeared to be impossible deadlines to prepare these new campaigns and get them to market.

My thanks to Patrick Gedge for his leadership on this campaign and to Tom Penney for his co-ordination of the field reports. Thanks also to Judy Cameron and Jennifer Terzi for their work in getting the field reports to the web site, and to the U.S. Team of Mark Schwilden (Program Director), Sharon Cardiff and Kristine Sigurdson, and the Canadian Team of Scott Patterson (Program Director) and Jacques Duval, for their tremendous efforts.



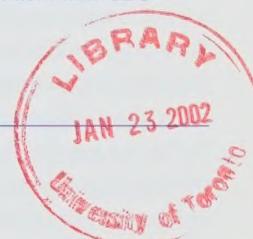
The Honourable Judd Buchanan OC, receiving his Order of Canada from the Governor General at Rideau Hall.

Finally, my thanks to Scott Meis and Tony Glynn in Research along with their entire team for providing us with the necessary research and market intelligence to mount a timely and effective response to the crisis. Dozens of other staff have been burning the candle at both ends, as have many volunteers who steer the CTC committees, so I thank you all for a job well done.



Congratulations are also due to long-time CTC supporter Christena Keon-Sirly for being elected Chair of TIAC at its Annual General Meeting in Vancouver in October. I look forward to working with her.

Jim Watson, President and CEO



## Letters to Editor

### Communiqué out to pasture

Killer cover on TOURISM! It jumped right out of my mail pile. Hope there wasn't too much blood on the floor when you put *Communiqué* out to pasture!

Jim Reid,  
Grand River Conservation Authority  
Cambridge, Ontario

### Reader friendly

Congrats on the new look, new name TOURISM magazine! It's very professional looking, reader friendly and a big step forward for the CTC. I know how much work goes on behind the scenes to make something like this happen – so well done.

Steve Ball, Capital Publishers  
Ottawa, Ontario

### Unheard voices

I read with interest your coverage (TOURISM, November 2001) of the impacts of the events of September 11. A major impact, of course, has been that governments and tourism industry organizations have struggled with the rapid changes that have affected the tourism industry in Canada and throughout the world. There is a realization that now more than ever is the time to take an in-depth look at the industry and take steps toward positive change.

At the recent National Conference on Tourism (TIAC), there were many sessions where these issues were discussed at length. The conference was very informative, but relied heavily on representation from some of the larger tourism

suppliers in the Canadian tourism industry. While I am aware that TIAC, when working with governments, is in need of support from these larger and more visible tourism industry players, 80 – 90 percent of the tourism industry in Canada is comprised of small and medium sized businesses.

Very few representatives from small or medium sized tourism operators have the resources to attend conferences such as the TIAC annual conference, and as such, their voices are not heard. These small operators work very hard to offer the outstanding service and hospitality Canada is known for, and are the backbone of this industry. TIAC has a real opportunity right now to make a great difference in the tourism industry because govern-

ments are particularly aware of the tremendous impact of tourism on our economy. Small and medium sized businesses need to be invited "to the table" to present their struggles, insights, and solutions. This would ensure that changes and solutions will address the needs of the entire tourism industry of Canada.

Kimberly Lyall,  
Marketing and Public Relations  
Coordinator  
Chinook Country Tourist Association,  
Lethbridge, Alberta

We welcome your letters. Write to us at: [tourism@ctc-cct.ca](mailto:tourism@ctc-cct.ca)

## Tobin launches Travel Canada marketing campaign

The new national marketing campaign to encourage Canadians to travel "at home" in Canada hit the media November 15 and will run through to April 2002, featuring a series of television and print media advertisements. To highlight the appeal of the campaign, the television spots feature the voices of singers Jann Arden and Julie Massicotte.

The national campaign is complemented by a similar effort directed at potential U.S. travellers in near-border states. The Honourable Brian Tobin, Minister of Industry and Minister responsible for the Canadian Tourism Commission, unveiled the campaign November 14 at the Montreal Science Centre where he was joined by Canadian Tourism Commission President Jim Watson and representatives from Montreal's tourism industry. Tobin had previously announced the federal government's \$15 million special contribution to the campaign on October 30; \$5 million has been redirected from CTC funds, for a total of \$20 million.

"Our campaign speaks directly to Canadians and our friends across the border to come and experience Canada as a year-round tourism destination," said Minister Tobin. "This investment is an expression of confidence in the tourism sector, which generates over \$54 billion to the Canadian economy annually and employs more than half a million Canadians. By choosing to travel within Canada rather than abroad, Canadians can enjoy all the benefits of travel at home, knowing they are keeping the tourism sector and our economy strong."

"The Canada Marketing Committee of the CTC has made an important contribution to

producing what I am sure will be a tremendously important marketing campaign," said Committee Chairman Pierre Labrie. "We have a great tourism industry in Canada because we have a spectacular heritage: let us celebrate it!" Labrie is General Manager of the Greater Québec Tourism and Convention Bureau.

### Campaign components

The special marketing funds totalling \$20 million will be invested in Canada and the U.S. to make Canada top-of-mind with consumers as a vacation and getaway destination; \$8 million will be spent in Canada and \$12 million in the U.S. where interest in travel to Canada is high (research shows that 55 percent of Americans are willing to travel to Canada).

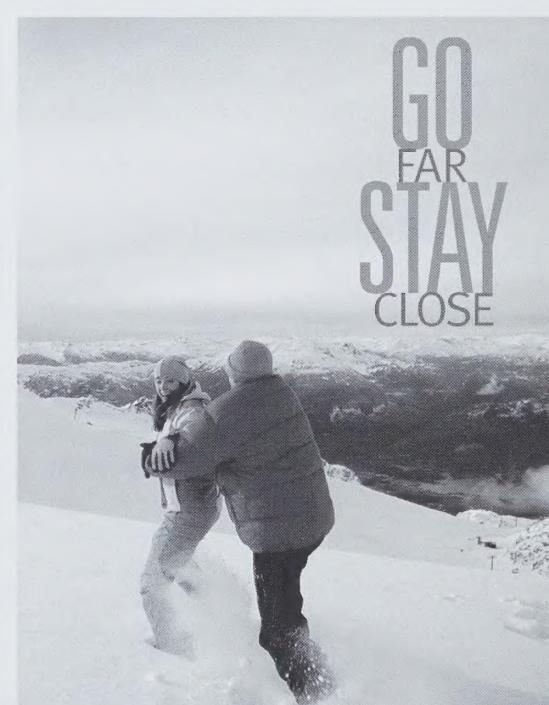
In Canada, the focus will be on converting Canadians to travel in Canada who would otherwise travel outside of the country. The emphasis is on interprovincial travel, where domestic travel expenditures are similar to spending by European visitors to Canada. The campaign will use a media mix of television, newspapers and the internet.

"With the addition of \$15 million to the CTC budget, resulting in the launching of our new Canada and US Leisure marketing campaigns, the tourism environment in Canada has the necessary tools to tackle the slowdown we have been experiencing since the September 11 terrorist attacks and subsequent events," said Watson. "We are forecasting a recovery in the tourism industry in the last two quarters of 2002, with a final resumption of growth consistent with established numbers towards the end of 2003." 



Photo: Canadian Tourism Commission

"There's No Place Like Home": Industry Minister Brian Tobin launched the "Travel Canada" campaign with the help of popular Canadian singers Jann Arden and Julie Massicotte at the Montreal Science Centre.



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Discover our true nature

# Post 9-11: the industry takes stock

by Peter Kingsmill



Tourism Town Hall: Allan Gregg facilitates open forum at TIAC with Doug Fyfe and Christena Keon Sirsly.

Billed as the National Conference on Tourism, the Tourism Industry Association of Canada (TIAC) annual meeting and convention attracted 290 registrants to the Fairmont Hotel Vancouver in October. Organizers had restructured the program in the weeks leading up to the conference, in an effort to assist major industry decision makers as they grapple with the immediate impact of terrorist attacks in North America, the longer-term effects of the open-ended "war on terrorism" and an economic downturn that had its beginnings long before September 11, 2001.

Consistent with the "gateway to opportunity" theme of the conference, representatives from all of Canada's gateway cities were in

attendance, as were conference delegates from provincial and territorial tourism marketing agencies.

## "After New York"

Well-known political analyst Allan Gregg delivered a snapshot of where the North American travel and tourism sector could be headed in the aftermath of the World Trade Centre tragedy. His assessment of the threats and opportunities facing the industry met a keenly receptive audience. Nothing Gregg said, however, generated as much conference discussion as his suggestion that Canada could enhance its position in the U.S. market by first promoting travel to New York City. He theorized this gesture of support and understanding could motivate Americans, whose willingness to travel has been shattered by the

terrorist attacks, to view Canada as a friendly and considerate destination.

This radical concept dominated conversations over coffee breaks and cocktail receptions throughout the balance of the conference. While the idea met with a modest level of approval and interest among some delegates – others saw it to be a potentially dangerous or inappropriate tactic that could backfire. CTC President and CEO, Jim Watson cautioned, "There are any number of marketing tactics that may appear at first glance to be appealing for their innovative qualities, but no responsible marketing organization can afford to spend partnership dollars on concepts that have not been properly thought out and focus-tested in the market."

## Repatriate the domestic market

The Canadian Tourism Commission's Director of Research, Scott Meis, put the "9-11" event and its considerable impact within the context of a tourism industry that was already reeling from a substantial global – and particularly North American – economic slowdown that had begun over a year earlier. He confirmed that dampening effects from the global economic downturn, the "9-11" event, and the on-going "war on terrorism" will almost certainly have less of an impact on Canada's domestic market, one which represents over 70 percent of the nation's tourism activity. As Gregg put it

during his opening presentation, now is the time to "repatriate our domestic market".

Canadian Tourism Commission Senior Vice-president of Marketing and Sales Patrick Gedge reported that the CTC would be working at doing just that in the months to come. Gedge made it clear that while endeavouring not to disrupt marketing activities internationally, the CTC would be focusing on a substantially enriched domestic marketing program as well as enhancing marketplace activities in the northern tier states.

This approach falls closely in line with the one being taken by Canada's city and provincial DMOs (destination marketing organizations). DMOs, which made up just over 30 percent of the conference delegates, have indicated that, following "9-11", they immediately refocused their marketing resources on resident and nearby markets.

In her closing comments to conference delegates, newly-elected TIAC Chairperson Christena Keon Sirsly acknowledged that TIAC, as Canada's primary tourism industry advocacy organization, was firmly behind the CTC in its efforts to obtain \$15 million in emergency funds from the federal government to carry out these marketing activities and reinforce the tourism industry's ability to survive the current crisis. 

## Travel agents seek relief

At a September meeting with the Minister of Transport, David Collenette, the Association of Canadian Travel Agents (ACTA) requested the establishment of a fund that would allow travel agencies to apply for financial relief for the week following September 11. This fund would be equal to the amount of revenue generated by travel agencies during the comparable week in 2000.

At the meeting, ACTA also proposed a number of different ways in which the Employment Insurance program could be adjusted to help travel agencies retain their employees over the next six months, or to lessen the impact of lay-offs. ACTA also advocated that the government arrange for an interest-free short-term loan program to allow travel agencies to cover cash flow concerns over the next six months.

In October, ACTA testified before the House of Commons Industry Committee on Bill C-23, which contains further changes to the *Competition Act*, arguing that travel agencies should have access to an arbitration procedure in dealing with their dominant supplier, Air Canada. 



Helping travel agents.



Big White Celebration: B.C.'s second largest ski resort signs agreement to purchase majority assets of Silver Star Mountain Resort.

## Changes looming on Canada's ski slopes

The Schumann Family, owners of Big White Ski Resort Ltd., and the Honourable Judd Buchanan OC, majority shareholder of Silver Star Mountain Resort, signed an agreement in principle on November 7 for the purchase and sale of the majority assets of Silver Star Mountain Resort. Mr. Buchanan, Chairman of the Canadian Tourism Commission, remains involved at the resort by continuing to own two hotel properties and other on-mountain business interests.

Silver Star is a world-class ski destination and the recipient of numerous

Ski Canada awards plus the prestigious 'Ski Area of the Year,' awarded by USA Farwest Skiers Association 2001. Big White is the second largest ski resort in British Columbia, Canada's largest totally ski-in, ski-out resort village and was the first Canadian resort to open this season. 

*For information contact  
Michael J. Ballingall,  
Vice President, Big White Ski  
Resort Ltd. at 250-765-3101.*

## Montreal wins Gay Games bid

More than 19,000 athletes, 5,000 artists and over 250,000 visitors from Canada and abroad are expected to attend the week-long international Gay Games 2006 (July 29 to Aug. 5) in Montreal. In a vote by the Federation of Gay Games, the 1976 Olympic city beat out competition from Los Angeles, Chicago and Atlanta to be chosen host city for the seventh edition of the Gay Games.

Tourisme Montreal expects the economic impact of the week-long festival of sports, arts and culture to be \$150 million. The novelty of the Games and their focus on a variety of sports and cultural events will add to Canada's attraction as a destination of choice. Montreal will stage 22 sports and cultural events; the Gay Games, founded by Tom Waddell (a 1968 U.S. Olympic decathlete) have grown to rival the Olympics in size. 

## Papal visit to generate over \$130 million

World Youth Day 2002 is expected to generate between \$130 million and \$228 million in direct spending in the Greater Toronto Area, of which between \$101 million and \$190 million will be from international visitors, according to a study done by Tourism Toronto. This will spin between \$49 million and \$85

million in taxes among all three levels of government.

"WYD2002" is, in fact, a week-long event in Toronto, culminating in a Papal Mass on the morning of July 28. The event brings together Catholic youth from over 150 countries to learn about, and celebrate,

their faith. Organizers expect some three-quarters of a million young people aged between 16 and 35 to attend, as well as many of their families, friends and volunteers. 

*For information visit  
[www.wyd2002.org](http://www.wyd2002.org)*

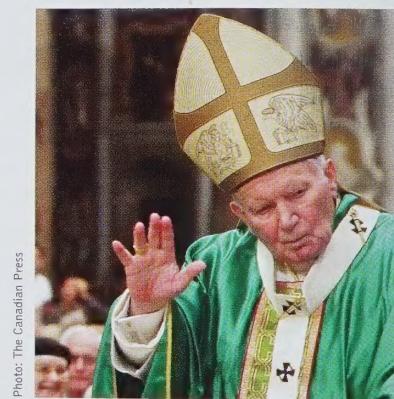


Photo: The Canadian Press

Papal mass: 750,000 young people expected.

# Good health tourism and good “vibes” in Cobourg

by Diane Slawych

Some destinations pride themselves on offering magnificent scenery. Others focus on their historic sites. One Ontario town, however, has dispensed with the predictable tourism pitches in favour of something a little different. Cobourg, located 100 kilometers east of Toronto, is marketing itself as a wellness center.

This community on the shore of Lake Ontario is home to more than 70 complementary health practitioners – a surprising number considering the population is only 16,000. Here, you'll find everything normally offered at a spa resort and more – from massage and aromatherapy to reiki and crystal healing.

Many alternative health practitioners say they were prompted to set up shop here because of the town's "good vibes". For years, the health centres, with names such as Mystic Roots or the Colorful Turtle Healing Centre, were patronized almost exclusively by locals.

Realizing it had something unique worth promoting, the town

published a 20-page directory this spring listing 72 practitioners and defining the 21 types of services available. They include the familiar – meditation, and naturopathy and some lesser known modalities such as craniosacral therapy (a hands-on method of enhancing the brain and spinal cord) and *qi gong*, an ancient Chinese health care system focusing on breath and exercise.

Visitors may experience all this while staying at one of ten local inns or B&B's, many of which are heritage properties. Six have begun offering wellness packages that range in price from \$235 to \$675 and include two nights accommodation, meals, and a range of treatments. Practitioners are well trained. Most have worked at St. Anne's Country Inn and Spa in nearby Grafton, considered one of Canada's top spas.

Cobourg has a long history as a wellness community. In the 1880's wealthy Americans came to the area which gained a reputation for its healthy ozone, said to be the

second best in the world. Even today, Cobourg exudes tranquillity. A white sandy beach is a mere five-minute walk from the recently revitalized downtown core. There's a boardwalk and nature trails, and according to boaters, one of the best marinas on Lake Ontario.

It's an historic town too. Founded in 1798, its most famous landmark, Victoria Hall with its Greco-Roman roofed porch and clock tower, was saved from the wrecking ball and restored by local citizens in 1983. Health-conscious Cobourg has certainly produced

some hardy citizens, including Kevin Fast, a minister of St. Paul's Lutheran Church, who holds Guinness World Records for pulling the heaviest vehicle in the fastest time and over the longest distance. (In October 1998 he pulled a 16.48-ton fire truck 100 feet along Cobourg's main street in 33.69 seconds).

A weekend in Cobourg may not produce another modern-day Hercules, though town officials like to predict you'll feel a lot better after visiting. 



Photo: Diane Slawych

Tranquility on the beach in Cobourg.

## Parks Canada: soothing, energizing, inspiring

Studies show that time spent in the outdoors is therapeutic, soothing, enriching, invigorating, inspiring.

Parks Canada – its national parks network extending throughout every province and territory – offers tour groups and independent travellers endless opportunities to relax, exercise, learn about the natural environment, connect with wildlife, and renew kinship with nature in spaces that are truly wild.

Alberta's Waterton Lakes National Park invites visitors to unwind among serene grasslands and majestic mountains, including the deepest lake in the Rockies. To

energize the body, people can climb, cycle, hike, backpack, cross-country ski, snowshoe, and ski tour.

La Mauricie National Park in Québec offers a haven of peace among the gently rolling hills of the Laurentian Mountains. Quiet valleys, calm forests, and enchanting lakes provide countless opportunities to observe wildlife, picnic, swim, fish, hike, paddle, and cross-country ski.

Many national historic sites managed by Parks Canada also provide the chance to energize the body and soothe the soul. Perched on the most easterly point of land in North America, Newfoundland's oldest

surviving lighthouse is found at Cape Spear National Historic Site. To the rhythm of pounding waves, visitors can relax, view spectacular scenery, experience a 19th-century lightkeeper's life, walk trails around the lighthouse, hike to nearby Maddox Cove, and watch for seabirds, whales and icebergs.

All national parks and national historic sites welcome tour groups and FIT travellers. Hours of operation, services, tour policies, and program and event schedules vary, so make sure to call ahead for information and reservations. 

For more information visit:  
[www.parkscanada.gc.ca](http://www.parkscanada.gc.ca)



Photo: Parks Canada  
La Mauricie National Park: a haven of peace.

# The purist's spa destination experience

by Gary Lawrence

Jocelyna Dubuc is thrilled. The founder and president of the Centre de santé d'Eastman has seen her business earn a double measure of acclaim this year. First, it is now a location listed as one of the *100 Best Spas of the World*, and second, the renowned establishment in the Eastern Townships (recently re-christened the Spa Eastman) has joined the Destination Spa Group, a select club of North American health retreats.

Unlike day spas or spas that are part of the array of services offered to the guests of a hotel, a

"destination spa" is, as the name implies, a destination in itself. "It is a specific category of health spa, where patrons are interested in one thing only: their well-being. They are not looking for entertainment, cultural stimulation or a fast-paced night life. They are seeking nothing more than relaxation; they want to renew themselves and to recharge their batteries," explains Jocelyna Dubuc.

Established in 1997 by a handful of health spa owners interested in setting themselves apart, the Destination Spa Group (DSG) encourages people to adopt a healthier way of life,



Centre de santé d'Eastman: one of the "100 Best Spas of the World".

bringing to their attention the long-term benefits of a stay at a member establishment. With today's proliferation of spas of all kinds, the DSG seeks to set the standard for the ultimate health vacation.

"In order to become a member of the DSG, an establishment must first meet a set of criteria in such areas as quality of service, coaching, hospitality, accommodation and cuisine, which must not only be 100 percent organic and an excellent source of energy, but also ... good tasting. In short, everything must be designed to ensure that guests feel the benefit of an improved quality of life," claims Dubuc, who is also the president of the Association des Relais Santé du Québec.

At a spa destination, the hotel or the inn becomes almost incidental, an extension of the health centre. The resort vacationer becomes a spa-goer, and the tourist turns into a purist in search of a state of well-being. The DSG now has a total of

25 establishments, with 20 in the United States, two in Mexico and three in Canada. In addition to the Spa Eastman, two other British Columbia spas, the Mountain Trek Fitness Retreat & Health Spa and well known spa advocate Pat Corbett's Hills Health Ranch, are members of the prestigious group. Corbett underscored the growing significance of the U.S. market for his industry.

However, while the market for health centres is growing and destination spas are something of a popular trend, all signs point to their remaining few in number in future. "They fall into a class of their own that will never account for more than 10 percent of all North American health centres," speculates Jocelyna Dubuc. But as we all know, quality is often inversely proportional to quantity. 

For more information, visit the website: [www.destinationspas.com](http://www.destinationspas.com)



Spirit Sands, Spruce Woods Provincial Park



Churchill

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# Great vacations – whatever the weather!

by Lucie Ochteau



Health tourism: highly competitive with other tourism products.

Since its creation in 1993, the Association des Relais santé has succeeded in laying solid foundations and developing a quality reputation. It was the first spa organization to create standards and help the health vacation industry grow.

The association's mission is to guarantee high-quality service, and member establishments must meet specific requirements. Whether with regard to the training of therapists, or the services provided, the member spas make a commitment to respect a very strict code of ethics. They also agree to receive an association representative each year for an inspection visit. Consumers are therefore given an unparalleled assurance of quality.

Each association member is unique. However, whether they are in the

city or country, are modest inns or châteaux, have 5 rooms or 300, or offer simple, warm comfort or elegant décor, the consumer can be sure of finding the same professionalism and thoroughness with qualified, courteous professionals who care about their well-being.

The health vacations offered to consumers by the Association des Relais santé offer the authenticity sought by foreign wholesalers and international visitors. As a recent American study has confirmed, the Association des Relais santé promises a tourism product that is highly competitive with other existing products, such as golf or skiing. 

*For more information contact Lucie Ochteau, Director General, Health Tourism Product Club by email at [relais.sante@videotron.ca](mailto:relais.sante@videotron.ca)*

## Spas Ontario goal: deliver quality service

*Spas Ontario* is a two-year-old association of 20 of Ontario's finest spas, created by a partnership with the Ontario Tourism Marketing Partnership Corporation (OTMPC) and committed to providing customers with the highest quality spa experiences. Members adhere to Ontario Ministry of Health regulations and only provide treatment by qualified professionals.

President Kailee Kline says that together, the OTMPC and Spas

Ontario have established the ideal industry and tourism marketing initiative. "Working with the OTMPC has given Spas Ontario more opportunities and exposure than we could have imagined. Our marketing campaign has been taken to a new level into the United States and Europe. The OTMPC has helped us launch an industry, not just a program," she says. 

*For more information visit: [www.spasontario.com](http://www.spasontario.com)*

## Calgary spa owner calls for more regulations

A Calgary doctor feels that the spa industry is poorly regulated. Dr. Wendy Smeltzer recently left her family practice to work full-time at her spa, and says she went from a highly-regulated field to one that has few standards. She claims that spas are low on the priority list when it comes to regular inspections from health departments, and has formed a professional group called Spa Canada that has developed a code of ethics and a list of standards that includes everything from rules about sterilizing equipment to hiring staff. 

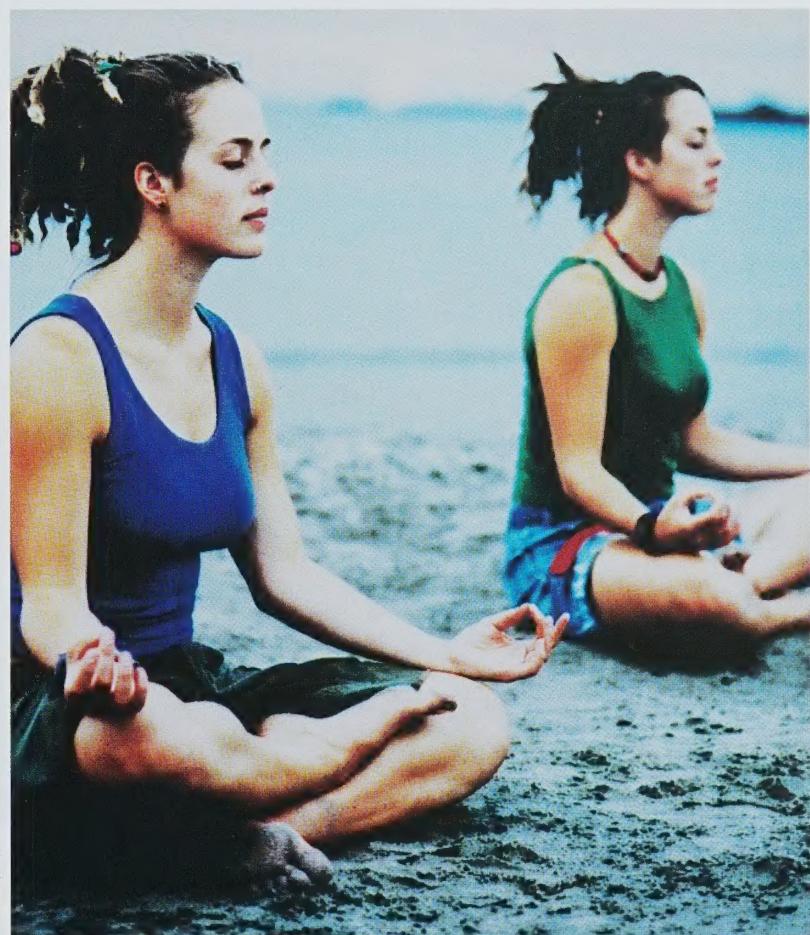
*Source: CBC News Online staff.*

## Website targets women travellers, spas

The spa industry appears to be well-served by an internet portal that targets women travellers. The website ([www.journeywoman.com](http://www.journeywoman.com)) features a wide range of travel information and tips.

One recently posted article by Toronto travel writer Pamela Campbell-Azeez highlights Ste. Anne's Country Inn & Spa in Grafton, an hour east from Toronto, where Innkeeper Jim Corcoran has

restored the buildings to their signature elegance, a nostalgic reminder of the first owner, Samuel Massey, of farm equipment fame. The 560-acre grounds include three tennis courts, an Olympic-size swimming pool and peaceful walking trails. Guests come from as far away as Vancouver to enjoy full spa services that range from massage to aromatherapy, reflexology, aesthetics, hydrotherapy and body wraps. 



The spa experience: meditating in natural surroundings.

TOURISM – Canada's Tourism Monthly magazine is pleased to announce its exciting 2002 publishing schedule of Special Feature Reports. Take advantage of these industry themes by submitting stories about your tourism product or service. Better yet, advertise in TOURISM and reach a select audience of over 30,000 readers engaged in this vibrant sector of the Canadian economy.

Month	Special Cover Feature	Deadline: Articles/Advertising
Jan. – Feb. 2002	Canadian Casinos and Resorts	Dec. 23, 2001
March 2002	Eco-tourism	January 28, 2002
April 2002	Festivals: Tulips, Films or Just for Laughs	February 25, 2002
May 2002	Canada's Waterways	March 25, 2002
June 2002	Endless Summer: Canada's Beaches	April 26, 2002
July-August 2002	Sports Tourism: Racing in the Streets	May 27, 2002
September 2002	Autumn Fairs	July 29, 2002
October 2002	Airports: Gateways to Tourism	August 26, 2002
November 2002	Cultural and Show Tours	Sept. 30, 2002
December 2002	Canada's Shopping Destinations	October 28, 2002

# TOURISM

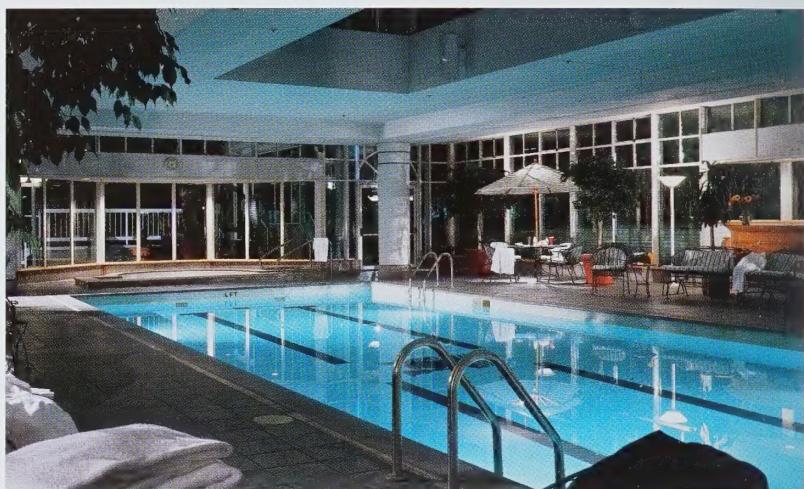
*Coast to coast. Cover to cover.*

## Treating customers like "gold"

Some of Canada's hotels are reflecting the growing interest in spas by increasing the level of pampering in the delivery and programming of their services. At the Fairmont Hotel Vancouver, guests can choose to be treated "like gold" by partaking of the Entrée Gold package, which includes such niceties as a dedicated, private floor with discreet and attentive concierge service, and private check-in and check-out area.

In addition to complimentary access to the hotel's Health Club, amenities include a private lounge with honor bar and cocktail hour canapés; complimentary high speed internet access; complimentary deluxe continental breakfast; and access to a complimentary executive boardroom. 

For more information visit:  
[www.fairmont.com](http://www.fairmont.com).



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VICKERS  
& BENSON



# CTC, Tourism B.C. lure film crew back to Canada

by Mika Ryan



Jack and Kathaleen Hanna on location in British Columbia.

North America's most-watched wildlife show recently wrapped up filming for four new episodes featuring the animals that inhabit the wild west coast of British Columbia. Jack Hanna, host of the hugely popular television show, *Jack Hanna's Animal Adventures*, and two film crews spent 13 days chronicling the adventures of the marine wildlife in and around the coastal waters of Vancouver, Salt Spring Island, Vancouver Island and Northern British Columbia.

This marked the second time in two years that Canada will be featured on the show, watched by more than 425 million people in 65 countries around the world. The media relations coup was the result of a tag-team effort by the Canadian Tourism Commission and Tourism British Columbia who made the successful pitch to the show's producers after learning of their search for a new location following the last-minute cancellation of a planned film shoot in Europe. (The CTC had organized a successful film shoot in

Manitoba in 1999, so Canada was already "top of mind" with the show's producers.)

The last-minute nature of the trip meant Tourism British Columbia and their industry partners had less than two weeks to pull together a blockbuster itinerary for the media tour. Jack and co-host Kathaleen Hanna's animal adventures in British Columbia included snorkelling with salmon in Campbell River, Orca whale watching in Johnstone Strait and grizzly bear viewing at Knight Inlet. Another segment profiled the endangered Vancouver Island Marmot and the small team of dedicated scientists who run a breeding program to try to bring the animals back from the brink of extinction.

"British Columbia has the perfect combination of breathtaking scenery and fantastic wildlife made accessible by our friendly and exceptionally-professional Canadian

hosts," said JR Johnson, producer of *Jack Hanna's Animal Adventures*.

"We look forward to returning and highly recommend British Columbia to production crews and tourists alike."

Tourism operators offered in-kind services on short notice and in many cases went above and beyond the call of duty to make Jack's visit a success. King Pacific Lodge, for example, had already closed for the season but remained open for an extra week to accommodate and guide Jack and the crew. Fairmont Hotels and Resorts, Hastings House, April Point Resort and Painter's Lodge, Kingfisher Oceanside Resort & Spa, Telegraph Cove Resorts, Knight Inlet Lodge, King Pacific Lodge and the many other industry partners provided support with the project.

*Jack Hanna's Animal Adventures* on location in British Columbia is scheduled to air during the 2002 season. 

## New faces on MC&IT Committee

The Canadian Tourism Commission and Industry Committee Chair, Penny McMillan (CEO Tourism Winnipeg) are pleased to announce the appointment of three new members to the Meetings, Conventions and Incentive Travel Committee. The appointees carry a wide range of expertise from various fields within the tourism industry and will bring fresh, new perspectives from different geographic regions across the country.

Mr. Fred Bannon has over 20 years of hospitality experience with notable appointments such as Vice President of Sales & Marketing for Journey's End Management and Director of Worldwide Sales for Holiday Inn Worldwide. He was recognized with a Global Sales Achievement Award in 1994 at the Radisson Worldwide Sales Conference and currently holds the position of National Director of Sales & Marketing for Hilton Canada located in Toronto, Ontario.

Mr. Robin Anderson has headed many successful initiatives within the tourism industry and is currently Director of Sales and Marketing with the Yukon Convention Bureau. Prior to that, he worked as Manager of Travel Trade Overseas with Tourism Yukon, and served on various marketing committees including



Robin Anderson

Director of Meetings & Incentive Travel with Travel Alberta. Her career highlights include Senior Sales Manager of Chateau Lake Louise, Manager of Marketing & Sales with Banff Lake Louise Tourism Bureau and Director of Conventions with the Banff Lake Louise Chamber of Commerce. 



Janice Fraser Belsher



Fred Bannon

the Yukon Tourism Marketing Partnership, the Yukon Convention Bureau and the Canadian Association of Convention and Visitors Bureaus.

Ms. Janice Fraser Belsher is International Sales Development

# Win with Winter contest deadline

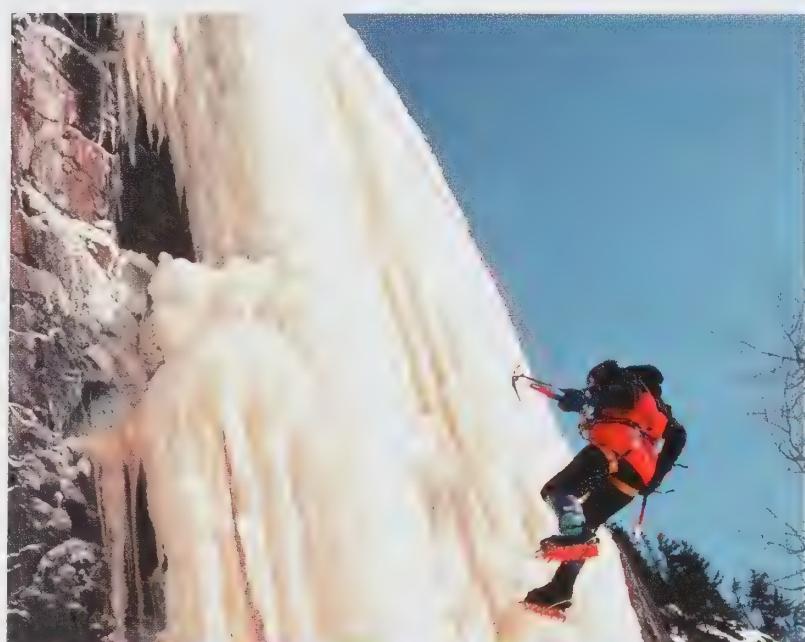
The world can't wait to get their mitts on some extraordinary winter vacation ideas. Send us your best and win! The CTC's Winter Package Tour Contest deadline is December 7, 2001. Winners will be announced in February.

The contest is an opportunity for individual tourism operators, communities, regions and sector specific associations to get creative and develop new winter tourism product ideas. The purpose of the contest is to provide an added element of incentive to create new and exciting "market-ready" winter product to Canada's inventory.

Not only will you win by developing new product to enhance current

offerings and grow revenue in the winter months, but the contest offers the chance for free international promotional exposure for your specific product. An international panel of tour operators will judge new product submissions against specific criteria. Winners and finalists will benefit from a variety of promotional opportunities including inclusion in a winter package lure brochure, a quantity of product specific sell sheets and subsidized attendance at an international travel show or marketplace. 

For more information contact  
Richard Innes, Program Coordinator,  
email: [richard.innes@sympatico.ca](mailto:richard.innes@sympatico.ca).



Ice climbing: an extraordinary winter vacation idea.

## New CTC publications

The Market Research unit of the Canadian Tourism Commission has published *Domestic and International Travel to Canada: Short-term Business Outlook, Winter 2001/2002* and the French version, *Les marchés internationaux et intérieur des voyages à destination du Canada*. The Executive Summary will be available shortly on CTFX.

The National Tourism & Cuisine Forum : Recipes for Success: proceedings & final report (2001), and its French counterpart, *Forum national tourisme et cuisine : recettes gagnantes: compte rendu et rapport final* (2001) are also available from the Distribution Centre.

Contact: [ctcdistribution@ic.gc.ca](mailto:ctcdistribution@ic.gc.ca)

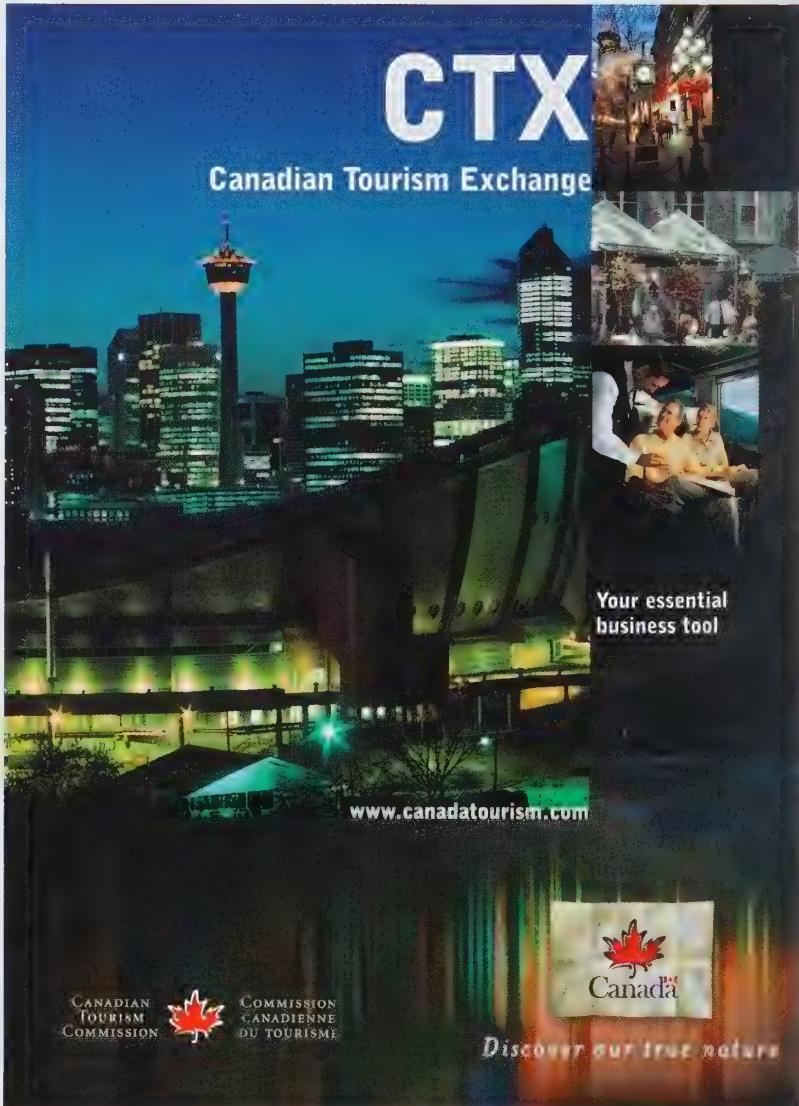
## Canada's 2002/2003 Destination Guide for Meetings, Conventions & Incentives

We'd like to present the new CTC Canada's Destination Guide media listings for 2002. The Destination Guide has had a very successful year in 2001, further enhancing CTC's commitment to excellent promotional opportunities for our partners.

The deadline for booking advertising space in the Destination Guide is December 22, 2001. To find out more about the benefits of advertising in the 2002/2003 Destination Guide, please contact:

Gary Forsyth or Susan Taylor-Sheppard  
American Publishers Representatives  
41 Britain Street, Suite 303, Toronto, ON M5A 1R2  
Tel: 416-363-2388 — Fax: 416-363-2889  
[g.forsyth@aprepublic.com](mailto:g.forsyth@aprepublic.com) — [susan@aprepublic.com](mailto:susan@aprepublic.com)

We are looking forward to continuing another successful year of partnership with you.

The cover of the 2002/2003 CTC Destination Guide. It features a large image of a city skyline at night with the CN Tower. The title "CTX Canadian Tourism Exchange" is prominently displayed. Below the title are several smaller images showing people dining at a restaurant, a night market, and a couple walking. The text "Your essential business tool" is on the right, and the website "www.canadatourism.com" is at the bottom. Logos for the Canadian Tourism Commission and the Government of Canada are at the bottom right, along with the slogan "Discover our true nature".

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# We reach them with these.



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The Canadian Tourism Commission and its industry partners have developed the best co-operative media vehicles to reach customers with the greatest potential to travel to and within Canada. Not only

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**For advertising information on the CTC, U.S. Leisure, Canada Leisure and MC&IT co-operative marketing programs as well as Tourism magazine contact one of the sales representatives at APR.**

**Tel: 416-363-1388**

**Fax: 416-363-2889**

**e-mail: media@aprcanada.com**



*Your initial response.*



## Sport tourism means good business!

Photo: Trudy Janssens



Sports tourism opportunities: veteran Olympian and IOC executive member Richard Pound spoke in November in support of the bid to host the 2007 University Summer Games in Saskatoon.

Sport is a major industry, and is a significant travel motivator. The CTC's Research Division estimates that sport travel is valued at \$1.3 billion annually and growing!

Through the leadership of the Canadian Association of Conventions and Visitors Bureaus, the Canadian Sport Tourism Alliance (CSTA) was recently formed to manage the growth of this emerging industry sector. The CSTA is a member-based, tourism industry-driven organization whose mandate is to increase Canadian capacity and competitiveness in hosting national and international

sport events. Granted Product Club status in 2000, the CSTA now boasts over 30 municipalities as members, all of whom recognize the economic benefits associated with the industry.

Although the high profile events like the Olympic Games often garner the most media attention, there are literally thousands of other sport events available to Canadian communities annually. "The sport tourism industry offers a wide variety of hosting opportunities regardless of the size of the community," says Rick Traer, CSTA Chief Executive Officer. "We promote a planned, coordinated and strategic approach to hosting events

based on the sport facilities and tourism infrastructure available at the community level." Whether a community is bidding to host the Olympic Games or an inter-community sport event, the CSTA can provide the tools, templates and other resources to facilitate the efforts of communities interested in actively participating in the industry.

The CSTA provides a powerful membership benefits package. The organization recently launched its Events Database and Search Engine, a secure-access, web-based intranet platform ([www.canadiansporttourism.com](http://www.canadiansporttourism.com)) which is designed to match national and international sports events with potential host communities across Canada. The leading edge strategic planning tool already contains over 50 events provided by approximately 20 national sport organization partners, who view the instrument as a way to raise the level of awareness of their events thereby increasing demand from communities interested in hosting. "The Events Database is an outstanding tool which saves time, energy and resources and allows us to focus on selecting the events which offer the best fit for our community," stated Lynda Généreux, Manager of Conventions

and Sport Tourism for the City of Sherbrooke.

Also in development is a customized economic impact assessment instrument designed to establish a standardized approach to the evaluation of the economic impact of sport events in communities across Canada. The project, led by the CSTA and involving both sport and tourism partners, will also be available through the intranet to CSTA members on a secure access basis in 2002. Add to this an Annual Conference, bi-monthly newsletter and a variety of regional workshops on relevant industry topics and the CSTA is well on its way to laying the foundation for future industry growth.

"Canada truly is a year-round sport tourism destination, with world-class facilities for summer and winter sports," says Bob Graham, CSTA President. "We are confident that our multi-partner organizational model, which involves tourism industry, sport and government partners, will establish the Sport Tourism Product Club as a best practices approach and will position Canada as an industry leader internationally."

## Mexico markets Canada in winter

*Viajero 2000*, a bi-monthly magazine in Mexico City, is featuring Canada on a series of billboards throughout Mexico City as part of a campaign the magazine is conducting to boost its subscription list.

This winning partnership for Canada is the product of CTC in-market activities in Mexico. The CTC originally purchased four pages of editorial in the Sept-Oct issue. The excitement surrounding

the partnership helped expand content to nine pages at no extra cost. A number of operators promoting their winter packages and Quebec also bought space, along with Scotiabank.

*Viajero 2000* is distributed to trade and high-end consumers.

For more information contact  
Marie-Paule Dupont  
at 613-954-3966.



"Viajero 2000": selling Canada in Mexico.

Photo: Canadian Tourism Commission

# CTC Italy likes it non-traditional!

by Lucia Vimercati

After the successful promotion with Maserati in year 2000, CTC Italy staff has been working on some new non-traditional partnerships and are pleased to report that all planned promotions have been confirmed by the Italian companies who still perceive Canada as a safe place to visit.

The first promotion was associated with the movie *The Score* which has been entirely filmed in Montréal. The CTC and its partners Tourisme Québec, Tourisme Montréal and the Greater Québec Area Tourism and Convention Bureau have organized a contest with the distributor of the movie (Medusa) offering two trips to Québec during the International Jazz Festival. Medusa has joined up with *Film TV* magazine to promote the contest. Through this promotion Canada and Québec have obtained exposure in 61,000 copies of *Film TV* for two weeks, in cinemas and travel agencies with 100,000 contest postcards, and in all movie ads in Italian newspapers. The contest will expire on December 21 and by then all participants' names will be

included in CTC's database and will receive travel guides.

Another promotion is with clothing manufacturer Aesse. In 1999 this company launched a new casual-wear brand called "Canadiens, Les Explorateurs". In 2000, the CTC and Aesse organized a contest to win trips to Canada offered by Kuoni Gastaldi and Air Canada. Given the success of the 2000 promotion, Aesse and CTC decided to continue the partnership this year. In 2001 a mini-catalogue has been printed and is being circulated in 18,000 copies of the travel magazine *Panorama Travel* during the month of November. This mini-catalogue features winter products both of "Canadiens, Les Explorateurs" and Canada (Snowmobiling, natives, cities, winter sports, baby seals). A postcard to request travel information to Canada is included in the catalogue and there is also a mention of the CTC web site.

These promotions allow Canada to reach a wide audience with a very minor investment. Many more deals



Non-traditional partnerships: promoting "The Score" and Quebec.

are currently being organized and negotiated with non traditional partners such as Douglas Perfumeries, Nikon and no less than the Catholic Church in Italy!

For more information contact  
Lucia Vimercati at 39-02-2057-2423.



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## International travel: August numbers up



August auto travel to Canada from the U.S. up a whopping 17 percent.

International Travel to Canada was up a significant 9.6 percent in August 2001, a ninth consecutive monthly gain. Total overnight international travel to Canada increased 9.6 percent during the month of August 2001 compared to the same month in 2000. For the first eight months of 2001, international travel to Canada was up 4.4 percent over 2000, reaching 14.7 million overnight tourists.

United States to Canada: automobile generated tremendous growth. For the month of August 2001, U.S. overnight tourist entries were up a sharp 12.1 percent on a year over year comparison. Auto travel accounted for almost all of the increase, up a whopping 17.6 percent. Non-auto travel grew by 1.5 percent. During the first eight months of 2001, U.S. tourists to Canada were up 6.1 percent over the same period last year, reaching 11.7 million overnight trips. Overnight travel by car was up 7.8 percent over the period, while non-auto entries (mainly air travel) increased 3.2 percent.

**Canadian Outbound:** Canadian trips to overseas rose for the 17th consecutive month. Canadian outbound travel to overseas destinations was up 8.5 percent in August 2001. In the Jan-August period, overseas travel by Canadians reached 3.6 million overnight trips, up 12.6 percent over the same period last year. The number of Canadian tourists to the U.S. was down by

2.8 percent in August 2001; travel by car declined by 0.8 percent while non-auto entries (mainly air travel) dropped by 6.8 percent.

For the first eight months of 2001, Canadian outbound to the U.S. dipped by 2.9 percent compared to same period last year.

**Overseas:** Despite growth from Asia, overseas travel to Canada declined for the seventh consecutive month. Overseas travel to Canada was down 0.5 percent in August 2001. Travel from Europe was down 3.2 percent, as all major markets declined: U.K. (-2.0 percent); France (-6.4 percent); Germany (-8.4 percent) and the Netherlands (-6.7 percent). Asian travel grew 3.8 percent. With the exception of Taiwan (-24.6 percent) and Hong Kong (-9.8 percent), all other markets registered positive growth. Travel from Oceania fell 7.0 percent, led by Australia (-9.4 percent), and travel from South America was up 7.1 percent with Mexico continuing to perform well, growing a sharp 18.5 percent in the month.

For the first eight months of 2001, travel from overseas was down 1.5 percent, driven by a decline of 3.4 percent from Europe. Among the major markets in Europe the U.K. was the only market to display growth (+0.4 percent), while Japan (0.3 percent) and South Korea (9.6 percent) were the only major markets in Asia to register positive gains. 

## CTC EVENT HIGHLIGHTS JANUARY 2002

DATE	EVENT	LOCATION	CONTACT
Jan. 4-6	CTC-EVENTS IN EUROPE VIB Maastricht Consumer - Summer	MECC Maastricht The Netherlands	Fred Van Cleef vancleef.fred@ctc-cct.ca
Jan. 6-9	U.S. MC&IT PCMA	Nashville, USA	Danielle Foisy foisy.danielle@ctc-cct.ca
Jan. 8-13	CTC-EVENTS IN EUROPE Vakantiebeurs Utrecht Trade/Consumer - Summer	Jaarbeurs Utrecht The Netherlands	Fred Van Cleef vancleef.fred@ctc-cct.ca
Jan. 14	CTC Asia/Pacific events Corroboree	Gold Coast, Australia	Margaret Goodwin mgoodwin@ctc-australia.com Donna Brinkhaus dbrinkhaus@ctc-australia.com
Jan. 15	CTC ASIA/PACIFIC EVENTS Corroboree	Brisbane, Australia	Margaret Goodwin mgoodwin@ctc-australia.com Donna Brinkhaus dbrinkhaus@ctc-australia.com
Jan. 16	CTC ASIA/PACIFIC EVENTS Media/Corroboree	Sydney, Australia	Margaret Goodwin mgoodwin@ctc-australia.com Donna Brinkhaus dbrinkhaus@ctc-australia.com
Jan. 17	CTC ASIA/PACIFIC EVENTS Northern Exposure	Sydney, Australia	Margaret Goodwin mgoodwin@ctc-australia.com Donna Brinkhaus dbrinkhaus@ctc-australia.com
Jan. 20-22	U.S. MC&IT MPI/PEC	Hawaii Convention Center Honolulu, USA	Sandi Galloway galloway.sandi@ctc-cct.ca
Jan. 21	CTC ASIA/PACIFIC EVENTS Corroboree	Adelaide, Australia	Margaret Goodwin mgoodwin@ctc-australia.com Donna Brinkhaus dbrinkhaus@ctc-australia.com
Jan. 22	CTC ASIA/PACIFIC EVENTS Corroboree	Melbourne, Australia	Margaret Goodwin mgoodwin@ctc-australia.com Donna Brinkhaus dbrinkhaus@ctc-australia.com
Jan. 23	CTC ASIA/PACIFIC EVENTS Media/Northern Exposure	Melbourne, Australia	Margaret Goodwin mgoodwin@ctc-australia.com Donna Brinkhaus dbrinkhaus@ctc-australia.com
Jan. 19-27	CMT	Stuttgart, Germany	Karl-Heinz Limberg limberg.karl-heinz@ctc-cct.ca
Jan. 27	U.S. LEISURE & MEDIA CALENDAR Media Dinner	The Ruins Seattle, USA	Monica Campbell-Hoppe monica.campbell@ctc-us.com
Jan. 28-30	Canada Calls: trade seminars/marketplace	Christchurch, Auckland, New Zealand	Richard Pennick rpennick.ctc@xtra.co.nz
Jan. 29	CTC MEDIA EVENTS IN USA Media Dinner	Maggiano's Denver, USA	Monica Campbell-Hoppe monica.campbell@ctc-us.com
Jan. 29	U.S. LEISURE & MEDIA CALENDAR Media Dinner	Maggiano's Denver, USA	Monica Campbell-Hoppe monica.campbell@ctc-us.com
Jan. 29-30	CTC-EVENTS IN EUROPE Visit North America Seminar	Zurich Switzerland	Karl-Heinz Limberg limberg.karl-heinz@ctc-cct.ca
Late Jan. (TBC)	CTC-EVENTS IN EUROPE Djoser Info Days	Leiden The Netherlands	Fred Van Cleef vancleef.fred@ctc-cct.ca
Late Jan. (TBC)	CTC-EVENTS IN EUROPE Askja Reizen Info Day	Amsterdam The Netherlands	Fred Van Cleef vancleef.fred@ctc-cct.ca

# Healthy potential for health tourism

by Lucie Oteau



Photo: Association des relais santé

Mud wrap: a health spa experience.

In addition, a recent survey of the clients of the Association des Relais santé showed that all seasons are good for health vacations. The success of the health spa experience does not depend on the weather or décor, and the experience can be adapted to a variety of landscapes and surroundings.

The benefits of health vacations have long been recognized. However, unlike in Europe where there has been a tradition of baths, thalassotherapy and thermal spring therapy, tourists in North America have been offered the option of health vacations for some forty years at most. In Canada, although a few thermal springs were in use at the beginning of the 20th century and were even recognized as focal points for health tourism, the birth (or rather rebirth!) of health tourism only goes back some thirty years.

Since the mid-1990s, the health tourism industry in Canada has made great strides in product development with a focus on

delivering exceptional and structured professionalism, which has met with great success with increasingly faithful and varied clienteles. Thanks to the larger number of establishments open to the public and the creation of the Association des Relais santé to ensure adherence to standards, Canada can meet every need.

For two years now, the Association des Relais santé has been operating the Health Tourism Product Club. This group conducted a study last year to survey clients of the Association des Relais santé. In the past, the association had relied on

anecdotal information for client profile and expectations.

The survey determined that the target clientele of health clubs is quite broad. A survey of 1,121 respondents yielded some very insightful results. Sixty-five percent of those over 35 years of age have taken a health vacation. The level of education of health experience tourists is high with seventy-six percent possessing a college or university degree. Significantly, 73 percent of individuals in this market earn \$30,000 or more annually. 

A recent study conducted by Stéphanie Tardif for the Association des Relais santé, the market for health holidays is growing rapidly and has enormous potential. The health holidays industry has a high job creation to investment ratio: between 40 percent and 50 percent of the spending connected with health spa operations is transformed into wages.

## Economic potential of health vacations

The health vacation sector is the sector of the whole tourism, travel and recreation industry that is growing most quickly.

(From the International SPA Association's 2000 Spa Industry Study)

- The growth of the health vacation industry doubles every five years.
- The industry's total revenue increased 129 percent between 1997 and 1999 in the United States. The ISPA study claims that the industry revenue would rise to between \$7.2 billion and \$7.5 billion in 2000.
- The spa owners reported average increases in revenue of 28.3 percent in the United States and 26.3 percent in Canada between 1997 and 1999. Equivalent, if not larger, increases are expected in figures for 2000.
- In Canada, the number of visits to spas increased 34 percent between 1997 and 1999.
- In 1999, in the United States alone, the spa industry generated some \$5 billion US in revenue. By way of reference, during the same period, ski vacations generated \$3.1 billion in revenue.
- In 1999, there were 88.6 million spa visits. For skiing and cruises, the figures were 52 million and 5.9 million respectively.
- The European Spas Association (ESPA) estimates that some 20 million Europeans visit spas each year. The visitors stay for an average of 6 nights per visit. (*Tourism Industry Intelligence*, Vol. 7, No. 9, 2000)
- Not much growth is forecast for the European spa industry in terms of either bed nights or visitors. The spa industry in Europe can grow if the form of health and spa tourism practised in America is adopted.

## A MONTHLY GUIDE TO TRAVEL AND TOURISM DATA

TOURISM ACTIVITY	REFERENCE PERIOD	QUANTITY	% CHANGE FROM PREVIOUS YEAR
<b>TOURISTS TO CANADA</b>			
From the U.S.	January - August 2001	11,699,403	6.1
By Auto	January - August 2001	7,479,749	7.8
By Non-auto	January - August 2001	4,219,654	3.2
From Overseas - Total	January - August 2001	3,033,711	-1.6
United Kingdom	January - August 2001	608,889	0.4
Japan	January - August 2001	320,402	0.3
France	January - August 2001	257,125	7.1
Germany	January - August 2001	244,191	-9.1
Hong Kong	January - August 2001	99,347	-6.9
Australia	January - August 2001	118,676	0.2
Taiwan	January - August 2001	92,156	-21.2
Mexico	January - August 2001	119,003	11.7
Korea (South)	January - August 2001	106,389	9.6
<b>OUTBOUND CANADIAN TOURISTS</b>			
To the U.S.	January - August 2001	10,169,079	-2.9
By Auto	January - August 2001	5,660,110	-3.0
By Non-Auto	January - August 2001	4,508,968	-2.7
To Overseas - Total	January - August 2001	3,644,937	12.6
<b>EMPLOYMENT IN TOURISM</b>			
Total Activities	Second Quarter, 2001	572,400	3.9
Accommodation	Second Quarter, 2001	163,500	8.1
Food and Beverage	Second Quarter, 2001	11,400	2.2
Transportation	Second Quarter, 2001	100,500	0.2
<b>SELECTED ECONOMIC INDICATORS</b>			
Personal Disposable Income per person	Second Quarter, 2001	\$21,102	-0.6
GDP at market prices (current, \$ billion)	Second Quarter, 2001	1,099.8	0.4
GDP chained (1997, \$ billion)	Second Quarter, 2000	1,025.2	0.1
CPI (1992=100)	September 2001	117.4	2.6
<b>EXCHANGE RATES (IN CDNS)</b>			
American dollar	October 2001	1.5712	4.0
British pound	October 2001	2.2789	4.0
Japanese yen	October 2001	0.0129	-7.0
French franc	October 2001	0.2168	10.0
German mark	October 2001	0.7272	10.0
EURO	October 2001	1.4222	10.0

Note: All tourist estimates deal with trips of one or more nights; All data on this table is not seasonally adjusted.

Source: Statistics Canada and the Bank of Canada.

# Tourism Roundup



Sources at VIA Rail indicate that there has been a substantial increase in the company's passenger numbers since the September 11 terrorist attacks in the U.S. – as high as 70 percent more in Atlantic Canada. Travellers indicate that the attacks were a contributing factor in their decision to use rail.

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**Fernie Alpine Resort** in south-eastern B.C. has been selected by *Explore* magazine as the number one ski resort in Canada (December 2001 issue). The designation follows in the wake of other similar acclamations bestowed upon the resort and the **City of Fernie** as a whole from domestic and international media outlets including *Rolling Stone* and *USA Today*.

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**Beth Kelly** and her team at **Aquila Tours** in New Brunswick are seriously committed to training: in 2001, they set a goal to train 53 of their tour guides and tour directors to a national standard. Forty-eight guides completed the program; 12 applied for and received certification, five tour directors completed the tour director program and received certification. For

their efforts, the team picked up a Human Resources Development Award at the annual conference of the **Tourism Industry Association of New Brunswick** held recently in Fredericton.

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A reader resort poll in the 2002 *Snowboard Travel Guide* has **Whistler/Blackcomb** taking the top spot as best overall snowboard resort in North America. "Whistler/Blackcomb has what no other resort in North America does – unbeatable natural terrain and parks and pipes that hold their own," said editor **Kurt Hoy**. He added that "it's more affordable to spend a week in Canada than it is to visit a lot of resorts in the U.S." The reader survey is sent to more than 4,000 subscribers.

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**Quebec's Tourism Department** has hired pop singer **Celine Dion** to belt out a few verses of her famous tune in a new series of Quebec winter tourism television ads aimed at the United States and Ontario this fall. The campaign is aimed at countering Quebec's tourism losses, projected to total \$375 million as thousands of people stay

home in the wake of September 11. Anticipating many Quebecers will not want to go south this winter, the department has also announced that \$850,000 will be devoted to getting Quebecers to travel around the province to enjoy the pleasures of winter.

~ ~ ~

**Tourism P.E.I.** and the **Tourism Industry Association of P.E.I.** are undertaking a pilot project to produce accommodation-occupancy statistics in a more timely manner. The new statistics will help operators determine how they are doing compared to other operators, other regions and other provinces. Participation is voluntary at the moment; some would like to see the program mandatory across the province to help the industry know where it stands immediately, without waiting until the season is over.

~ ~ ~

**Wanderlust**, a British travel magazine, has ranked **Canada** the third safest country for tourists, after New Zealand (number one) and Australia. The survey was taken before the September 11 terrorist attacks.

**Travelodge Canada** is adding **Thriftlodge** locations at **Kincardine** and **Thunder Bay, Ont., Riviere-du-Loup, Que., Rossland, B.C.,** and **Calgary, Alberta.** This expansion will bring the number of Thriftlodge properties in Canada to 12.

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**The Federal Economic Development Opportunity Fund** is spending \$47,500 to help the **Carcross/Tagish First Nations** expand their recreational vehicle park to provide tourists with a more comfortable stay in Carcross junction.

~ ~ ~

Quoted in an article by **Mia Rabson** in the *Winnipeg Free Press*, **Max Johnson**, president of **The Great Canadian Travel Company**, says that bookings through his company for winter vacations have been down in the last few weeks but he said that isn't all to be blamed on the attacks and will likely turn around as the weather gets cold. He said that his polar bear tours product has had only 15 of 1,000 people cancel since Sept. 11.



In Prince Edward Island, a pilot project is underway to produce more timely statistics for the tourism industry.

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## People

Chef Andrew Springett of Vancouver's Metropolitan Hotel will represent Canada at the *Bocuse d'Or* culinary competition in France in 2003.

Olympian Ken Read is spokesman for an aggressive \$1-million advertising campaign aimed at bolstering sagging tourism numbers at Alberta's winter resorts. "I learned a lot of my ski-racing skills in Alberta. I know what Alberta has to offer and I am passionate about skiing in the Alberta Rockies," Read said.

Chris Phillips has joined the CTC's Industry Development division, moving in from his recent post as a Senior Policy Advisor at Transport Canada where he became adept at understanding how the public and private sectors work together to address common concerns.

Lise L'Heureux has been appointed National Sales Director for Americanada. Until recently, L'Heureux was the sales director for Eastern Canada for British Airways.

Normand Breton is back at the CTC following the completion of his degree. He will continue the work started this last summer on

cultural tourism files, identifying and consulting with cultural tourism players.

Paul Robichaud has been appointed the Minister of Tourism and Parks by New Brunswick Premier Bernard Lord. In March 2000, tourism had been dropped from the cabinet roster, a change that did not sit well with the province's tourism operators who requested a full-fledged ministry.

GIANTS Travel Ltd. has appointed Maggie Bulgarelli as its new Director of Operations for Canada.

Heather MacDonald has joined Canadian Geographic Enterprises as part of the Product Development & Marketing team.

James C. Cherry, President and Chief Executive Officer of Aeroports de Montreal, has announced the appointment of Christiane Beaulieu to the position of Vice President, Public Affairs.

Lyell Farquharson has been named the new President of Navigant International, Canada, replacing Michael Simeone who becomes Navigant's Chairman. A travel industry veteran,

Farquharson spent eight years with The Rider-BTI Travel Group.

Kim Green of the Capital Commission has been re-elected President of the Tourism Industry Association of P.E.I. Mel Gass is Past-President, Gordon MacInnis was elected Vice-President, Maureen Campbell-Ross was elected Secretary, and Judy MacDonald will serve as Treasurer.

Parcom Travel Marketing welcomes Nancy Frost as the new Alberta's South Regional Marketing Director, and Don Wilson as Alberta's North Regional Marketing Director.

After an extensive national search, Greg Klassen joins the Canadian Tourism Commission as Director, E-Marketing. Most recently Greg was with Telus Communications as Senior Segment Manager focusing on developing e-business solutions for business markets in Ontario. As Marketing Director for AT&T, he developed several integrated marketing campaigns including e-business solutions and web development in support of marketing strategies. In addition he implemented numerous tourism marketing partnerships

with public and private organizations.

Greg is bilingual and holds a B.A. in Economics from the University of Victoria and an MBA in International Marketing from Thunderbird American Graduate School of International Management in Phoenix, Arizona.

### In Memoriam

The Canadian tourism community was saddened by the recent passing of Malak Karsh. He helped found the Canadian Tulip Festival and was to be the honorary president of the 50th-anniversary celebrations in Spring 2002. Malak leaves a legacy of stunning photographic works capturing Canada's magnificence. "Malak was not only a great citizen of Ottawa, he was a tremendous ambassador for the country. His photographs helped to promote the beauty of the land, and he will be dearly missed," said CTC President and CEO Jim Watson.

## Moving?

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